

**REMARKS/ARGUMENTS**

In view of the amendments and remarks herein, favorable reconsideration and allowance of this application are respectfully requested. By this Amendment, claims 21 and 25 are amended. Thus, claims 21, 23, and 25 are pending for further examination.

Claims 21, 23, and 25 stand rejected under 35 U.S.C. §103(a) as allegedly being unpatentable over Martin et al. (U.S. Patent No. 5,848,398) in view of Wilder (U.S. Patent No. 5,408,417), Banks et al. (5,559,714), Mauldin (U.S. Patent No. 5,748,954), Alavi (U.S. Patent No. 5,970,467) and Pritt et al. (U.S. Patent No. 5,473,746). This six-way obviousness-type rejection is respectfully traversed for at least the following reasons.

Claims 21 and 25 have been amended to specify that, *inter alia*, “the display is further operable to display a screen allowing users of the jukebox system, via the communication system, to pay for admission fees corresponding to artistic events shown on the display, the payment of the admission fees being made by the fee payment device of the jukebox system.” This subject matter is absent from the cited art. Thus, the six-way obviousness-type rejection is flawed.

None of the cited art teaches or suggests having users pay for admission fees for artistic events shown on a jukebox display via a jukebox system directly. There is no logical reason why one skilled in the art at the time of the invention would have thought to allow users to pay admission fees for artistic events via a jukebox system. Indeed, the amount of money collected via a jukebox system for its ordinary operation is far less than that typically required to gain entry to an artistic event. Moreover, the salient copyright laws associated with playing back music via a digital jukebox device imply a completely different monetary collection and monitoring scheme than those involved in the sale of tickets for artistic events. There simply is

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no rationale for arriving at the above-identified subject matter, when it is considered in its entirety, present in the cited art or the knowledge generally available to those skilled in the art.

Reconsideration and withdrawal of this rejection therefore are respectfully requested.

**Conclusion**

In view of the foregoing amendments and remarks/arguments, withdrawal of the rejections and allowance of this application are earnestly solicited. Should the Examiner have any questions regarding this application, or deem that any formalities need to be addressed prior to allowance, the Examiner is invited to call the undersigned attorney at the phone number below.

Respectfully submitted,

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